



WOTV – Grand Rapids, MI

Issues Report

Third Quarter 2011

Description of programming providing the most significant
treatment of community issues

WOTV 4 Quarterly Issues Report

July – September 2011

<u>PROGRAM</u>	<u>DAY</u>	<u>TIME</u>
• 24 Hour News 8 Daybreak	Monday – Friday	6:00 - 7:00 A.M.
• 24 Hour News 8 at 6:00	Monday – Friday	6:00 - 6:30 P.M.
• 24 Hour News 8 at 6:00	Saturday and Sunday	6:00 - 6:30 P.M.
• Maranda Where You Live	Saturday	7:30 – 8:00 A.M.
• Maranda Where You Live	Saturday	7:30 – 8:00 P.M.

Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

Connecting with Community continues to produce content driven PSA's topical to community needs and issues raised from our news department. Each month, a series of thirty second spots rotate on WOOD/WOTV/WXSP tagged with our Community Partners.

“Maranda Where You Live” is a locally produced weekly half-hour program featuring information, insights and inspiration for West Michigan parents.

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| • ABC World News with
Diane Sawyer | Monday – Friday | 6:30 - 7:00 P.M. |
| • World News | Saturday and Sunday | 6:30 - 7:00 P.M. |

This is an ABC produced news program featuring news, information and perspectives on the daily events of the nation and the world. The program also features special features on issues and concerns of the nation. These special issue oriented reports are approximately three minutes long.

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| • Good Morning America | Monday – Friday | 7:00 - 9:00 A.M. |
| • Good Morning America | Saturday | 8:00 - 9:00 A.M. |
| • Good Morning America | Sunday | 8:00 - 9:00 A.M. |

This ABC produced news program features news, interviews, weather and information segments and feature reports on issues and concerns of the American Public. The community issue segments usually are three to four minutes long.

- 20/20

Friday

10:00 - 11:00 P.M.

This ABC produced news magazine program focuses on three to four issues or entertainment oriented reports in each week's program. Many of these reports are investigative stories on controversial concerns of the nation. Each report averages ten to twelve minutes long.

Educational Issues

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: College Access Mural PSA
Date Aired: July 1, 2011 – September 30, 2011
Length: 1:00
Summary: Public service announcement informing viewers about the importance of a college degree and how we all can have access to it if we have the desire to better ourselves.

2. Program: “I’m Home” Foreclosure and Prevention PSA
Date Aired: July 1, 2011 – September 30, 2011
Length: 1:00
Summary: Public service announcement informing viewers how they can keep their homes. If they need help there are programs to help avoid foreclosure before it happens.

3. Program: “Big Brothers/Big Sisters - Mentoring” PSA
Date Aired: July 1, 2011 – September 30, 2011
Length: 1:00
Summary: Public service announcement informing viewers about the importance of mentoring young people and how you can make a difference in their lives.

4. Program: “Get the Facts – Charter Schools” PSA
Date Aired: July 1, 2011 – September 30, 2011
Length: 1:00
Summary: Public service announcement informing viewers about the importance of Charter Schools and how they can make a difference in the lives of young students.

5. Program: 24 Hour News 8 @ Daybreak
Date Aired: July 7, 2011
Length: :54
Summary: MEA Snyder Recall - MEA getting involved in recalling Snyder and GOP lawmakers

6. Program: 24 Hour News 8 @ Daybreak
Date Aired: July 18, 2011
Length: :26
Summary: College Tuition Hike - Other states dealing with tuition hikes

7. Program: Maranda Where You Live
Date Aired: July 30, 2011
Length: 2:00
Summary: Ferris State University Grand Rapids is a presenting partner on Maranda's Park Parties. We interviewed their representative on why they believe in these community events and how they talk with kids at our parties about the importance of being prepared for college and showing all kids that they have the potential for higher education.

8. Program: Maranda Where You Live
Date Aired: August 20, 2011
Length: 1:30
Summary: Grand Rapids Ballet Company offered a special dance class for special education children affected by Down Syndrome. The class worked at a slower pace and allowed these children to be able to enjoy something that many dance companies don't offer. The instructor noted that the kids were taught important skills and are able to do so in a comfortable learning environment.

9. Program: 24 Hour News 8 @ 6pm
Date Aired: August 22, 2011
Length: 2:00
Summary: CMU STRIKE - Faculty goes on strike at CMU

10. Program: 24 Hour News 8 @ 6pm
Date Aired: August 23, 2011
Length: :43
Summary: Sparta Savings - Sparta School district announces they have saved enough money to bring back all the teachers it had to lay off previously.

11. Program: Maranda Where You Live
Date Aired: August 27, 2011
Length: 2:00
Summary: Martin Luther King Leadership Academy held a workshop for kindergarteners and their parents preparing them for the upcoming school year. Both kids and their parents toured the school, learned proper procedures and received pointers for starting the school year on a successful note.
12. Program: 24 Hour News 8 @ Daybreak
Date Aired: September 19, 2011
Length: :27
Summary: WMU-Cooley - Schools partnering to offer dual degree (Masters of Social Work - Juris Doctor)
13. Program: Maranda Where You Live
Date Aired: September 24, 2011
Length: 2:30
Summary: The Grand Rapids Art Museum is offering a variety of ways that kids can learn about art education. We talked to their education coordinator and learned about classes and programs that get kids excited about art and learning about the creative process.
14. Program: Maranda Where You Live
Date Aired: September 24, 2011
Length: 2:30
Summary: Students at the West Michigan Center for Arts and Technology teamed up with a Chicago artist to create a giant mural to enter into Art Prize 2011. This story focused on how these students are being mentored by the artist and are a part of the largest art competition in the world.

Health & Fitness Issues

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: "Tops Weight Loss" PSA
Date Aired: July 1, 2011 - September 30, 2011
Length: 1:00
Summary: Public service announcement informing viewers about the importance of maintaining a healthy weight and what you can do to shed those unwanted pounds.

2. Program: "Play it Safe" Orthodontist Message PSA
Date Aired: July 1, 2011 - September 30, 2011
Length: 1:00
Summary: Public service announcement informing viewers about the importance of playing it safe when you wear braces especially when you are involved in sports.

3. Program: "Take Control Obesity Action" PSA
Date Aired: July 1, 2011 - September 30, 2011
Length: 1:00
Summary: Public service announcement informing viewers about the dangers of obesity and the importance of managing and controlling of your weight.

4. Program: "Cancer Support Denim Day" PSA
Date Aired: July 1, 2011 - September 30, 2011
Length: 1:00
Summary: Public service announcement informing viewers about the importance of supporting people with cancer and raising funds through denim day.

5. Program: "Not for me, For my Brother" PSA
Date Aired: July 1, 2011 - September 30, 2011
Length: 1:00
Summary: Public service announcement informing viewers about the importance of Narcotics Anonymous and how it can make a difference in the lives of those struggling with substance abuse.

6. Program: 24 Hour News 8 @ Daybreak
Date Aired: July 5, 2011
Length: :21
Summary: Cigarette Labels - New graphic warning labels have more people wanting to quit

7. Program: Maranda Where You Live
Date Aired: July 9, 2011
Length: 2:30
Summary: Whispering Waters is a family fun destination in Hastings that offers loads of ways families can be active together in the summer. We explored canoeing, tubing, crafting and kayaking on the river that runs through the community.

8. Program: Maranda Where You Live
Date Aired: July 23, 2011
Length: :30
Summary: Helen DeVos Children's Hospital came out to our Park Parties and promoted kids health with free jump ropes. We interviewed their spokesperson, Anne Veltema, about why physical fitness is important for all ages and how they are encouraging that with free jump ropes for all kids at our events.

9. Program: 24 Hour News 8 @ Daybreak
Date Aired: August 11, 2011
Length: :31
Summary: Autism Siblings - study out this morning shows one in five kids with an older sibling with autism will develop disorder too - :31

10. Program: 24 Hour News 8 @ 6pm
Date Aired: August 19, 2011
Length: 1:16
Summary: Wyoming Parvo -- dogs in Wyoming coming down with parvo virus

11. Program: Maranda Where You Live
Date Aired: August 20, 2011
Length: 2:30
Summary: We shopped a local farmer's market with a registered dietician who pointed out homegrown items that are good for your health. She also talked about ways to incorporate more fruits and vegetables into children's diets to boost their health and immune system.

12. Program: Maranda Where You Live
Date Aired: August 27, 2011
Length: 3:00
Summary: Meijer Healthy Living Advisor, Shari Steinbach, showed viewers some unique and healthy new recipes for kids' school lunches. She demonstrated how to sneak healthy ingredients into items that kids love, plus, fun new things to offer your kids at lunch time.

13. Program: 24 Hour News 8 @ Daybreak
Date Aired: August 31, 2011
Length: 2:00
Summary: Schools Vaccines - Vaccines kids should get before going back to school

14. Program: 24 Hour News 8 @ 6pm
Date Aired: August 31, 2011
Length: :52
Summary: Dorm Diseases - Tips for students to avoid diseases in college dorms

15. Program: Labor Day MDA Telethon @ 6pm - Midnight
Date Aired: September 4, 2011
Length: 6 hrs
Summary: The Labor Day MDA telethon to benefit the Muscular Dystrophy Association. This telethon helps the hundreds of families here in West Michigan suffering from over 40 neuromuscular diseases.

16. Program: 24 Hour News 8 @ Daybreak
Date Aired: September 12, 2011
Length: :53
Summary: Cartoons and Kids - Study find fast-paced cartoons can cause short-term attention and learning problems in 4 year olds

17. Program: 24 Hour News 8 @ 6pm
Date Aired: September 13, 2011
Length: :21
Summary: Insulin Alzheimer's - New study shows insulin could help patients with mild and severe dementia

18. Program: Maranda Where You Live
Date Aired: September 17, 2011
Length: 2:30
Summary: This story focused on three teenage girls who are all competitive cyclists. They ride for Team Priority Health and compete in races around the mid-west. They all have loved the sport since childhood and find that it keeps them in shape and also is a fun competitive outlet.

Community & Volunteer Efforts

Programs aimed at highlighting efforts of individual volunteers or volunteer organizations in West Michigan in hopes of encouraging more people to share their time and talents with those in need. Community efforts and campaigns are also included.

1. Program: Perspectives on Veterans Affairs PSA
Date Aired: July 1, 2011 – September 30, 2011
Length: 1:00
Summary: Public service announcement informing viewers about the contributions from our Veterans and how we can show our appreciation for their sacrifices.

2. Program: “Replanting our Forests” PSA
Date Aired: July 1, 2011 – September 30, 2011
Length: 1:00
Summary: Public service announcement informing viewers about the importance of planting trees to replace those that are gone or harvested for a better environment.

3. Program: 24 Hour News 8 @ Daybreak
Date Aired: July 6, 2011
Length: :23
Summary: Bronson Battle Creek - New partnership between Battle Creek Health System and Bronson Healthcare

4. Program: 24 Hour News 8 @ 6pm
Date Aired: July 8, 2011
Length: 1:30
Summary: A Community Vigil at Ah-nab-a-wen Park was organized on Facebook to remember the families that were killed in a shooting rampage earlier this week. Community leaders and all citizens were asked to attend a candle light vigil in their honor.

5. Program: 24 Hour News 8 @ 6pm
Date Aired: Monday, July 11, 2011
Length: 1:30
Summary: In the wake of last week's shooting tragedy, many people were asking how they can help. People can donate money to a victim's memorial fund at any Huntington Bank branch. The bank started that fund by donating 10-thousand dollars to it. Huntington plans to work with the mayor's office and grand rapids police to distribute the money donated. You don't have to be a Huntington customer to donate.

6. Program: Maranda Where You Live
Date Aired: July 23, 2011
Length: 2:00
Summary: Each week at Park Parties, Fifth Third Bank sends out several of their branch employees to volunteers. The employees assist in running the large super slide, put temporary tattoos on children and make sure everyone is having a good time. This is all part of their Neighbor 53 initiative to get more involved in the community.

7. Program: 24 Hour News 8 @ Daybreak
Date Aired: July 26, 2011
Length: :26
Summary: Salvation Army Shopping - Salvation Army and Target teaming up to five 60 Grand Rapids kids money to buy back to school supplies

8. Program: Maranda Where You Live
Date Aired: July 30, 2011
Length: 2:00
Summary: WOOD TV interns volunteer at all of the Maranda Park Parties through out the summer, running activities, passing out free food and making sure families have a great time. Maranda talked with our interns about why they volunteer and recapped their summer involvement with the station campaign.

9. Program: 24 Hour News 8 @ Daybreak
Date Aired: August 3, 2011
Length: :27
Summary: Stuff the Bus - Campaign to fill 3,000 backpacks for kids in Grand Rapids

10. Program: 24 Hour News 8 @ 6pm
Date Aired: August 10, 2011
Length: :51
Summary: Spartan YMCA Dedication -- dedication for newest YMCA facility
11. Program: 24 Hour News 8 @ Daybreak
Date Aired: August 18, 2011
Length: :29
Summary: Backpack Giveaway - Organization handing out free backpacks to kids in need
12. Program: Maranda Where You Live
Date Aired: August 27, 2011
Length: 2:00
Summary: WOOD TV and Maranda kicked off the second annual Teacher Wish Lists campaign. In this segment Maranda talked to local teachers about how much of their own money they are spending on classroom supplies and how the community can step up and help out.
13. Program: 24 Hour News 8 @ Daybreak
Date Aired: August 29, 2011
Length: 1:00
Summary: Montague Troops Home - National Guard troops returning home today, community encouraged to line streets welcoming them
14. Program: Maranda Where You Live
Date Aired: September 10, 2011
Length: 1:30
Summary: Priority Health granted wishes at a Grand Haven school with a donation of playground and recess equipment. The school was in need of some improvements and items to enhance their program, and Priority Health stepped up to the plate with a donation.
15. Program: 24 Hour News 8 @ 6pm
Date Aired: September 12, 2011
Length: :46
Summary: ArtPrize Volunteers - ArtPrize looking for more volunteers!

16. Program: 24 Hour News 8 @ Daybreak
Date Aired: September 26, 2011
Length: 1:45
Summary: Alpha Women's Center - Grand Rapids organization helping women, live interview

Safety

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: Safe Water overall Campaign
Date Aired: July 1, 2011 - September 30, 2011
Length: Various
Summary: All summer long we have talking about how to stay safe in water with events, safety tips and information you need to know to keep you family safe around water.

2. Program: "Runaway Chat" PSA
Date Aired: July 1, 2011 - September 30, 2011
Length: 1:00
Summary: Public service announcement informing viewers about a national runaway hotline for teens. There is help out there for anyone who needs it.

3. Program: Maranda Where You Live
Date Aired: July 9, 2011
Length: 1:00
Summary: Maranda talked with Eva Aguirre Cooper about the station's Safe Waters Campaign. Eva was at the Hastings Park Party passing out valuable information on water safety and things parents need to remember when putting their child in the water.

4. Program: 24 Hour News 8 @ 6pm
Date Aired: July 12, 2011
Length: 1:30
Summary: All summer long we have talking about how to stay safe in water and tomorrow we will be having another Safe Water event at the Salvation Army Kroc Center. From 5:30 to 6:30 there will be all kinds of free activities for children including: Rip Current Safety, Reach and Throw Don't Go - using various things you can use to help people in trouble. Life jacket safety with the Kent County Sheriff's department. Survival floating techniques, CPR demonstrations, and free swim afterwards till 8:30. That's tomorrow at the Salvation Army Kroc Center beginning at 5:30.

5. Program: 24 Hour News 8 @ Daybreak
Date Aired: July 18, 2011
Length: :30
Summary: Grandparents Driving - new report out this morning shows kids may be safer with grandparents driving than parents

6. Program: Maranda Where You Live
Date Aired: July 23, 2011
Length: 2:15
Summary: Maranda interviewed fire safety expert, Michael McLeeier, about teaching kids about fire safety. They did a demonstration in his portable smoke trailer at the Kalamazoo Park Party and Michael gave simple tips every family needs to remember in case they are ever faced with a fire in their home.

7. Program: Maranda Where You Live
Date Aired: July 23, 2011
Length: 2:00
Summary: With temperatures reaching close to 100 degrees, our Kalamazoo Park Party posed risk for dehydration. We made sure to take all the precautions before our event including having extra emergency medical staff on hand, large donations of bottled water and also water games and sprinklers and people to cool off with.

8. Program: 24 Hour News 8 @ Daybreak
Date Aired: August 5, 2011
Length: :29
Summary: Chrysler Recall - Chrysler recalling some minivans because airbags could deploy unexpectedly

9. Program: 24 Hour News 8 @ Daybreak
Date Aired: August 8, 2011
Length: :24
Summary: Hot Lunches - Study finds food that sits in lunch boxes all morning can get warm enough to encourage bacteria growth

10. Program: 24 Hour News 8 @ Daybreak
Date Aired: August 17, 2011
Length: :49
Summary: Swim in Clothes - Swim school in Texas has kids swim with clothes on to practice for real life situations
11. Program: 24 Hour News 8 @ 6pm
Date Aired: August 19, 2011
Length: 2:34
Summary: Campus Safety - As students head back to UofM with an attacker on the loose, we looked at campus safety
12. Program: 24 Hour News 8 @ 6pm
Date Aired: August 22, 2011
Length: :52
Summary: Kid Window Falls -- cases of kids falling out of windows on the rise.
13. Program: Maranda Where You Live
Date Aired: August 27, 2011
Length: 2:00
Summary: We talked to a pediatrician from Helen DeVos Children's Hospital about ways to make sure your child starts the school year off safely. The expert touched on vaccinations your child needs to start school, ways to avoid the flu and common colds and also pointers on avoiding lice and other easily spread kids' ailments.
14. Program: 24 Hour News 8 @ Daybreak
Date Aired: September 16, 2011
Length: 1:18
Summary: Stranger Danger - Information on how to talk to kids about strangers

15. Program: Maranda Where You Live
Date Aired: September 17, 2011
Length: 2:00
Summary: Kids love to play sports, but they aren't always safe when heading onto the field. We met with a doctor from Helen DeVos Children's Hospital who talked about things parents need to remember to keep their kids safe when playing sports including safety gear, protection and keeping your kids hydrated.